

Orlando, FL Restaurant Resale, A Multiunit Legacy Meets Its Next Chapter A Franchise Powerhouse

Orlando, FL	Restaurant Resale	Debra & Samantha Sawyer
Location	Sale Type	WSRFL Orlando Kissimmee Sanford

The Opportunity

Orlando, Florida is one of the most dynamic restaurant markets in the country a city shaped by tourism, population growth, and an increasingly sophisticated local dining culture. When a high-performing franchise location comes to market here, it draws the attention of buyers who know what sustained profitability looks like.

This listing came with a credential that sets it apart from almost any other restaurant transaction: it was built and operated by one of the most experienced franchise operators in the system. A seller who has owned approximately 50 locations and served on the franchise board does not build a mediocre business. The strength of this listing was a direct reflection of who built it.

Why the Owner Sold

The seller is a large-scale, multiunit franchise owner with a portfolio that spans borders. His decision to sell this location was not driven by underperformance or urgency it was a calculated portfolio move. He is actively working to rebalance his investments between the United States and another country, reallocating capital in a way that reflects long-term strategic thinking rather than short-term pressure. That context matters. A seller who is managing

investments at this level is not making emotional decisions. He sold because the timing and allocation made sense which means the business he left behind was in excellent condition. When someone with 50 locations sells one, they are not selling their problem. They are selling an asset.

The Sale

Debra and Samantha Sawyer, WSR FL Orlando Kissimmee Sanford, managed this transaction from listing through close. Multiunit franchise transactions carry complexity that goes well beyond a standard single-unit sale there are operational transitions, training requirements, and landlord relationships that all need to be managed with precision. What made this transaction stand out was the collaborative spirit that defined it. All parties seller, buyer, and supporting stakeholders worked together toward a common outcome. Training was handled thoroughly, landlord introductions were managed proactively, and every element of the transition was coordinated with care. When everyone at the table is working toward the same finish line, deals close the way they should.

Why the Buyer Said Yes

The buyers are a husband and wife team who brought a specific and deliberate approach to this acquisition. The wife comes with a strong economics background and a fluency in business analysis that gave the couple a clear framework for evaluating opportunities. They were not looking for just any restaurant they were looking for a business that could demonstrate consistent, long-term profitability. Three factors made this the right acquisition:

- **High profitability**, the business delivered strong financial performance, exactly what a buyer with an economics lens looks for first

- **Proven sustainability**, a franchise brand with the kind of operational infrastructure and market presence that supports continued success
- **Long-term upside**, they were not buying a turnaround they were buying a platform for continued growth in a market that supports it

For a buyer team that approached this analytically, this listing answered every question their due diligence could raise.

Key Takeaways

- Strategic portfolio rebalancing produces some of the strongest listings available sellers at this level sell assets, not problems
 - Franchise board experience signals the highest level of operator knowledge buyers inherit that operational legacy
 - Economics-trained buyers bring discipline and clarity to the acquisition process they evaluate with precision and commit with confidence
 - Collaborative multiunit closings require brokers who can manage complexity training, landlord transitions, and deal coordination all matter
- When all sides are aligned and working together, transactions close smoothly this deal was a model for how multiunit sales should work

Frequently Asked Questions

What made this seller credible to buyers and lenders?

Owning approximately 50 franchise locations and serving on the franchise board is an extraordinary track record. That depth of experience signals operational excellence, brand alignment, and financial management at the highest level. The business he built reflected all of that and buyers and lenders responded accordingly.

How did the buyers evaluate this opportunity?

The wife's economics background gave the couple a rigorous analytical foundation for evaluating the financials. They were specifically looking for a highly profitable business with long-term durability this listing met that standard on every measure. Their due diligence was methodical, and the business held up under scrutiny.

What made this a successful multiunit transaction?

Collaboration. All parties worked together to support a smooth transition from training to landlord introductions to deal coordination. Debra and Samantha Sawyer managed the complexity of a multiunit franchise sale with the kind of professional oversight that keeps moving parts from becoming obstacles.

Why did the seller choose We Sell Restaurants?

A seller managing a portfolio of this scale needed a brokerage team that could represent the value of the asset, attract qualified buyers, and manage a transaction with operational nuance. Debra and Samantha Sawyer's experience in the Orlando market and their hands-on approach to multiunit transactions made them the right team for this sale.